

PROTECT YOUR VOTE OHIO

Revision #: 0

Date: 10/31/2012

Media: TV

Client: OH- PROTECT YOUR VOTE 2012

Estimate:

3186

Description: PROTECT YOUR VOTE OHIO NOV 1-NOV 6

Product: ISSUE 2 Market: Cincinnati

Flight Start Date: 11/1/12 5:00:00 AM

Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Revision	Comments

	Revis	sion Comments:											
	Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Thu 11/1			Sun 11/4	i		Total Spots
,	WKR	C-TV	1								į		
/	12	MTuWThF 6:30a-7:00a	 EM	\$1,200.00	\$1,020.00	30	1	1	0	0	1	0	3
7		GD MRN CINN@6										_	
6	13	Sa 6:00a-7:00a LOCAL12NW-SA 6	\ WK	\$800.00	\$680.00	30	0	0	1	. 0	0	0	1
3	1.4	LOCAL12NW-SA 6 Sa 8:00a-9:00a		\$1,100.00	\$935.00	30	0	0	1	. 0	0	0	1
J	14	SAT ER SHW-CBS	VVIX	φ1,100.00	φ955.00	30	U	U	1	. 0		U	'
4	15	Su 9:00a-9:30a	WK	\$2,800.00	\$2,380.00	30	0	0	0	1	. 0	0	1
`		SUNDAY MRN-CBS	١			•							
9	16	Su 9:30a-10:00a	l wk	\$2,800.00	\$2,380.00	30	0	0	0	1	0	0	1
		SUNDAY MRN-CBS)							1.00			
6	17	MTuWThF 5:30p-6:00p. 0	EN	\$2,000.00	\$1,700.00	30	1	1	0	0	1	0	3
^	40	LOCAL12 NW-530<		#4 000 00	#050.00	20	•	0	4	_	•	0	4
1	18	Sa 6:00p-6:30p NEWS	EN	\$1,000.00	\$850.00	30	0	U	i	0	0	0	
H	19	Su 6:30p-7:00p	EN.	\$1 200 00	\$1,020.00	30	0	0	0	1	0	0	1
U	10	NEWS Y		Ψ1,200.00	φ1,020.00	00	·	Ū	Pro-	Out of the last of			· ·
(1	20	MTuWThF 11:00p-11:35p) /JLN	\$2,800.00	\$2,380.00	30	1	1	V	0	1	(1)) 4
.1		LATE NEWS	<i>b</i>								1		
O_I	21	Sa 11:00p-11:35p 0 1	LN	\$2,800.00	\$2,380.00	30	0	0	1	0	0	0	1
1		LATE NEWS											
11	22	Su 11:00p-11:35p	L LN	\$2,800.00	\$2,380.00	30	0	0	0	1	\ 0	0	1
, ,		LATE NEWS	, ·								\ <u>\</u>		





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Estimate: 3186

Media: TV

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Product: ISSUE 2

Flight Start Date: 11/1/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Revisi	on Comments	s:											
						Days							Total Spots
No Daypart Program	Dayp Cod		STN Gross	STN Net	Dur	11/1	11/2	11/3	11/4	11/5	11/6	Specie	
WKRC	-TV												
					Tota	I Spots:	3	3	4	4	3	1	18
		Total Cost:	\$3	6,100.00	\$30,685	5.00							
		Total											
		NOV 12	\$3	6,100.00	\$30,685	5.00							18
												Signature:	



Summary by Station/System

Date: 10/31/2012

Client: OH- PROTECT YOUR VOTE 2012

Estimate: 3186

Media: TV

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Product: ISSUE 2 Market: Cincinnati Flight Start Date: 11/1/12 5:00:00 AM

Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross PCT	STN Net PCT
WKRC-TV	18	\$36,100.00 100%	\$30,685.00 100%
Market Total:	18	\$36,100.00	\$30,685.00

Dienger, Whitney

From: Jacobs, Sarah

Sent: Wednesday, October 31, 2012 3:46 PM

To: Dienger, Whitney

Subject: FW: LN on Election Night for Issue 2??

From: Jacobs, Sarah

Sent: Wednesday, October 31, 2012 3:46 PM

To: 'Whitney Eversole'

Subject: RE: LN on Election Night for Issue 2??

Ok

Moving to Sat/Sun.

Thanks SAJ

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]

Sent: Wednesday, October 31, 2012 3:45 PM

To: Jacobs, Sarah

Subject: Re: LN on Election Night for Issue 2??

Thbaks

Sent from my iPhone

On Oct 31, 2012, at 3:44 PM, "Jacobs, Sarah" < SJacobs@local12.com > wrote:

Did you really mean to order a spot in LN on Election night? I can move to weekend... Let me know

Sarah Jacobs

Local Sales Manager WKRC CBS 12/Local 12.2 The CW Cincinnati 513/763-5672

ORDER

Orders	Order / Rev:	69450		LOCAL		
	Alt Order #:					
	Product Desc:	Issue 2				
e , 3,	Estimate:	3186		Local 12 WKRC-TV		
	Flight Dates:	11/01/12 - 11/05/12	Primary AE:	LSM LSM		
	Original Date / Rev:	Rev: 10/31/12 / 10/31/12	Sales Office:	CVG		
	Order Type:	GENERAL	Sales Region:	Local		
	=		,			
Agency	Name:	Strategic Media Flacement				
. 14 -	Buying Contact.		Dilling Type:	Cdall		
	Billing Contact:		Billing Calendar:	Broadcast		ı
		7669 Stagers Loop	Billing Cycle:	EOM/EOC		1
		Delaware, OH 43015	Agency Commission:			ı
Advertiser	Name:	Protect Your Vote Ohio				
	Demographic:	H	New Business Thru:			
1 , y -	Product Codes:	Issues/Propositions	Order Separation:	00:10:00		
	Priority:	P-1	Advertiser External ID:			
	Revenue Codes	s: AGY, POL-ISS, GEN	Agency External ID:			
Bill Plan			Totals			
Start Date	End Date # \$	# Spots Gross Amount Net Amount	Month	Gross Amount		Rating
10/29/12	11/05/12	18 \$36,100.00 \$30,	\$30,685.00 November 2012		\$30,685.00	0.00
Account Executives	es	-		18 \$36,100.00 	\$30,685.00	0.00
Account Executive	tive	Office Sales Region		Order %		
LSM LSM			Start Of Order - End Of Order	100%		
Order Share		Share Total				
Local 12 WKRC-TV	\T\	40% \$36,100.00				
Market		100% \$90,250.00				
Competitive Share	hare	Share Total				
EKRC		00.00\$				
UNKWN		\$54,1				
WCPO						
WLWT						
WSTR		%0.00 %0.00 %0.00				
os : ••						
Ln Ch	Start End	Inventory Code Break St 6a Good Morn CincinnatCM 6:	Start/End Time Days Len Spots 6:30 AM-7:00 AM 111 :30 3	ots Rate Pri Rtg Type 3 \$1,200.00P-1 0.00 NM	Spots 3	Amount \$3,600.00
		Good Morn Cincinnati	00 AM)			
Start Date Week: 10/29/12	Date End Date 3/12 11/04/12 11/11/12	Weekdays Spots/Week	Rate Rating \$1,200.00 0.00			
N 2 WKRC 1	/12 11/03/12	Local 12 News SaCM	00 AN	1 \$800.00P-1 0.00 NM	-	\$800.00
			>			
Start Date Week: 10/29/12	<u>End Date</u> 11/04/12	취 ~	<u>Kate</u> <u>Kating</u> \$800.00 0.00			
N 3 WKRC 1	3/12 11/03/12	CBS This Morning SaturGM 8:	00 AN	1 \$1,100.00P-1 0.00 NM	-	\$1,100.00
Start Date Week: 10/29/12	Date End Date 3/12 11/04/12	ots/Week 1	Rate Rating \$1,100.00 0.00	`		

Local 12 WKRC-TV Protect Your Vote Ohio Issue 2 3186 Product Desc: Advertiser: Estimate: 11/01/12 - 11/05/12 69450 Alt Order #: Flight Dates: Order / Rev:

Amount \$1,100.00	\$2,800.00		\$2,800.00		\$6,000.00		\$1,000.00		\$1,200.00		\$11,200.00		\$2,800.00		\$2,800.00	
Spots	Υ-		~		ო		-		~		4		~		~	
Rtg Type 0.00 NM	0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM	
Rate Pri \$1,100.00P-1	\$2,800.00P-1		\$2,800.00P-1		\$2,000.00P-1	•	1 \$1,000.00P-1		\$1,200.00P-2		\$2,800.00P-2		\$2,800.00P-2		\$2,800.00P-2	
Len Spots :30 1	:30		:30 1		:30		:30 1		:30 1		:30 4		130		:30	
ne Days AM1- AM)	AM1 AM)	Rating 0.00	5 AM1 0 AM)	Rating 0.00	PM 111 PM)	Rating 0.00 0.00	1	Rating 0.00	T	Rating 0.00	1111-	<u>Rating</u> 0.00 0.00	1	Rating 0.00	1	Rating 0.00
Start/End Time 8:00 AM-9:00 AM (8:00 AM-9:00 AM)	9:00 AM-9:30 AM (9:00 AM-9:30 AM) 4	Rate \$2,800.00	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	<u>Rate</u> \$2,800.00	5:30 PM-6:00 PM 1- (5:30 PM-6:00 PM)	<u>Rate</u> \$2,000.00 \$2,000.00	6p-630p	<u>Rate</u> \$1,000.00 ∕	630p-7p	Rate \$1,200.00	11p-1135p 🦯	Rate \$2,800.00 \$2,800.00	11p-1135p ~	<u>Rate</u> \$2,800.00	11p-1135p /	Rate \$2,800.00
Break g Satur&M how	g CM lews	Spots/Week	y CM lews	Spots/Week	s at Fiv © M s at Five	Spots/Week 2	ws Sat CM ws Sat	Spots/Week	ws SurCM	Spots/Week	2 NewsCM I2 News 11	Spots/Week 3	12 NwsCM 12 Nws 11	Spots/Week	12 NwsCM 12 Nws 11	Spots/Week
Inventory Code Bre CBS This Morning Satur®M Saturday Early Show	CBS Sun Morning CBS Sun Morn News	Weekdays1	CBS Sun Morning CBS Sun Morn News	Weekdays 1	5p Local 12 News at Fiv&M 5p Local 12 News at Five	<u>Weekdays</u> 11 1	6pm Local 12 News Sat CM 6pm Local 12 News Sat	Weekdays 1-	630p Local 12 News SurCM 630p Local 12 News Sun	Weekdays 1	11p M-Su Local 12 New£M 11p M-Su Local 12 News 11	<u>Weekdays</u> 111- 1	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11	<u>Weekdays</u>	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11	Weekdays 1
	2 11/04/12	End Date 11/04/12	2 11/04/12	End Date 11/04/12		End Date 11/04/12 11/11/12	2 11/03/12	End Date 11/04/12		End Date 11/04/12	2 11/05/12	End Date 11/04/12 11/11/12	2 11/03/12	End Date 11/04/12	2 11/04/12	End Date 11/04/12
Ln Ch Start End N 3 WKRC 11/03/12 11/03/12	N 4 WKRC 11/04/12 11/04/12 CBS Sun Morning CBS Sun Morn Ne	Start Date Week: 10/29/12	N 5 WKRC 11/04/12 11/04/12 CBS Sun Morning CBS Sun Morn Ne	Start Date Week: 10/29/12	N 6 WKRC 11/01/12 11/05/12	Start Date Week: 10/29/12 Week: 11/05/12	N 7 WKRC 11/03/12 11/03/12	Start Date Week: 10/29/12	N 8 WKRC 11/04/12 11/04/12	Start Date Week: 10/29/12	N 9 WKRC 11/01/12 11/05/12	Start Date Week: 10/29/12 Week: 11/05/12	N 10 WKRC 11/03/12 11/03/12	Start Date Week: 10/29/12	N11 WKRC 11/04/12 11/04/12	Start Date Week: 10/29/12

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